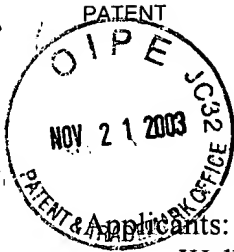


*S.E.*  
*11-27-03*



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:

Walker et al.

Application No.: 09/540,214

Filed: March 31, 2000

For: METHOD AND APPARATUS FOR  
CONDUCTING A TRANSACTION  
BASED ON BRAND  
INDIFFERENCE

Customer No. 22927

) Group Art Unit: 3622

)

) Examiner: Arthur D. Duran

)

(703) 305-4687

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)

) **AMENDMENT AND RESPONSE**

) **to the Non-Final Office Action**

) **Mailed August 19, 2003**

) **(Paper No. 17)**

)

) Attorney Docket No. 00-006

)

)

**CERTIFICATE OF TRANSMISSION / MAILING**

I hereby certify that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office OR deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450.

Dated: November 18, 2003 By:

*Veronica S. Lelievre*  
Veronica S. Lelievre

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Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

Dear Examiner:

In response to the Non-Final Office Action mailed August 19, 2003, (Paper No. 17), entry of the following amendments and consideration of the following remarks into the above identified application are respectfully requested.